

Palatka Daily News

Published Every Afternoon Except Sunday, at Palatka, Florida, by
Vickers & Guerry.

M. M. Vickers.....Business Manager.
Goode M. Guerry.....Editor.
Miss Nell Lucas.....Society Editor.

The management reserves the right to reject all objectionable advertising. Rates for advertising space made known on application.

Subscription prices in advance
One year.....\$5.00 One month.....60c
Six months.....\$2.50 One week.....15c

Telephone.....195

MONDAY OCTOBER 20, 1919.

AN ADVERTISING VIEW.

An advertiser of national prominence gives vent to his views in this manner:

"Because the newspaper is unquestionably the greatest retail advertising medium and the most economical.

"With the right kind of illustrations, with convincing copy and attractive arrangement you have a combination which, when put into public print, is bound to produce results.

"Go to your local newspaper representatives and ask them to show you an analysis of their subscription lists.

"Run your eyes carefully up and down the columns of their subscribers.

"Here are the people who walk up and down the street in front of your store every day and every one of these people reads that newspaper every day, because it brings them the news of the day, because it counsels and advises them on almost every subject in which they are interested, and actually guides their daily lives as no other medium ever has, does, or probably will.

"These advertisements in your daily papers will speak with an even greater degree of authority than you personally can speak.

"The reason for this is not hard to understand.

"The reason is that the newspaper indorses your statements; it tells the public, in fact 'What this man says about his store and merchandise in his store we know to be true or we would not allow him to publish his statements in this paper.'

"We, therefore, recommend the newspaper to you as the greatest local merchandising force the world has ever known, because it has built up success out of a wide knowledge gained through years of association with and assistance in the solution of the merchandising problems of business men of the better class stores throughout the country."

"Attention!" Captain Commerce shouts the command. The boom of business rears the air. Advertising is the business fodder. It clothes, feeds, sustains the civilian army—it nourishes the nation—it supplies the sinews of success. Again and again—with shotgun rapidly comes the command—"Attention!" Obey the summons—it means more and better business.

The Palatka Daily News came out last Saturday and is a fine eight page, six column paper well edited by Goode Guerry and printed under the capable management of M. M. Vickers. There is plenty of advertising patronage and the paper is a credit to Palatka and the people who are making the News possible. The News is the twentieth Florida evening paper there being eleven morning papers and covers a field that is very promising. Success to The News.—Sanford Herald.

SUPPORTING THE KENYON BILL.

The Kenyon Bill now before Congress, has received the support of the National Consumers' League, the Farmers' National Committee on Packing Plants, the Federal Trade Commission, and the Southern Wholesale Grocers' Association, as well as numerous women's organizations. The Montana House of Representatives in Special Session August 2nd, endorsed the Kenyon Bill by a vote of 82 to 10. This bill is being supported for the reason that it is designed to regulate a great monopoly of meat products and substitutes for meat. By restoring competition in food stuffs it will make for lower prices.

The Southern Wholesale Grocers' Association, J. H. McLaurin, president, has gone on record in favor of the Kenyon Bill. The investigations of the Bureau of Research and Publicity of the Southern Association have proved that the big meat packers are receiving special transportation privileges, by means of which they are strengthening their monopoly of food products. The meat packers have their own private refrigerator cars, which are given a specially expedited service by the railroads, designed to facilitate the transportation of fresh meat. The packers have, however, been loading their refrigerator cars with large quantities of grocery products which do not require refrigeration, and in this way are able to best the grocers in competition.

The Kenyon Bill would have the railroads supply all necessary equipment, and would put the packers' private cars on a common carrier basis. This would increase the railway equipment available for the use of the general public, and prevent the waste of private refrigerator cars which exists at present.

The Kenyon Bill provides for regulation only. It does not look toward Government ownership and operation. The bill is limited in its application to the meat packers, who have been proved by Government investigations to have a great and growing monopoly. It has become necessary either to destroy this monopoly or to regulate it. Under the circumstances, the conservative thing to do is to regulate the monopoly. In this way such efficiency as it may have will be retained, but it will be assured that its power will not be used against the public interest.

The big meat packers have been conducting a sweeping propaganda in opposition to the Kenyon Bill and other proposed regulations. They assert that the bill would create a precedent for a general licensing system. This assertion, however, is not supported by anything in the bill, as it is limited to the meat packers' industries, and applies to those industries only because they have proved to be a monopoly. The bill provides positive safeguards for the rights of the packers by giving them the right to appeal to the Courts before their licenses can be revoked. Licenses are subject to revocation only when the packers commit actions which are not in accord with the public welfare.

In the coming census let everyone be sure he or she is counted at least once.

SACRIFICED TO PROGRESS

The 5,400-mile transcontinental aerial flight is the climax of experiments to make flying practical. It corresponds with the early development of the tractor, motor truck and passenger car in the automobile industry, says the Tampa Tribune.

The crossing of the Atlantic by the air route was more of a sporting than a scientific event. While it made for progress, it corresponded with automobile speedway races.

The flight from coast to coast with a return ticket is an engineering demonstration to determine the world's best flying craft.

The process of elimination will demonstrate which machine is best and which features of other machines should be incorporated.

The result should be a composite machine, the last word in speed, safety and carrying capacity now available.

Accidents, including death, have taken their toll among the sixty-two transcontinental aerial contestants. The development of aviation consistently proves more fatal to its pioneers than any of the revolutionary inventions except conquest of the deadly electric current.

The steam engine was a relatively safe proposition from the start because of the early invention of the safety valve.

Because of the safety valve there were no accidents even on the first practical steam locomotive, run by Geo. Stephenson at Killingsworth Colliery, England, one hundred and five years ago.

Discovery of the principal of insulation prevented accidents when Thomas Davenport, Vermont blacksmith, made the first practical electric motor. The same safety device insured his safety when he invented the electric street car.

America's first electric street railway was established in 1887 in Richmond, Virginia. It was virtually safe from danger from the beginning, save by collision. Westinghouse reduced the collision fatality by devising the air brake.

The great danger in aerial transportation is the possibility of falling. The dirigible with its gas bag is fairly safe. Invention of a real safety device for airplanes appears impossible.

Who can put brakes on the law of gravitation? The loss of life that already has resulted from the transcontinental flight to make aviation more safe drapes with sadness the glory of achievement.

None but must deplore the loss of the high type of men that this sort of work attracts. Their enthusiasm for progress and rivalry exceeds their concern for life and limb.

It is vital that these sacrifices to human progress bring constructive results in keeping with the spirit in which the sacrifices are made.

When a man's life is lost in flying, the causes must be ascertained and the weaknesses of mechanism and operation corrected, that his death may lead to safeguards for future aviators and passengers.

WHAT IS THE REMEDY?

From the Treasury Department comes the advice that the solution of the high cost of living is to cut down expenses and buy War Savings Stamps. From the Department of Agriculture comes advice to the effect that increase production will solve the problem and from critics of congress comes the suggestion that congress adjourn and let the government run.

None of these remedies, we daresay, if followed exclusively, will prove efficacious. Reducing the cost of living is not so much in providing a plan, but in the carrying out of that plan. Reduction of consumption, increase of production and an equitable wage to all will bring matters to proper adjustment, but how are we to carry out such a plan? In the solving of this is the solution of the whole problem.

It has been a popular thing to cry out against the location of the leper colony in Florida. What would become of these poor unfortunates if all states took the same stand? We feel that state officials who are tearing their pants, so to speak, in fighting against a colony here, such as has been established in many other states, should stop spending the state's money in furthering political ambitions.

The Gainesville Sun came out Sunday morning with fifty-six pages of most attractive advertising and reading matter. It was the fair edition of The Sun. The most significant thing in the size of the paper is the fact that every business house in Gainesville is represented in its advertising columns. Gainesville is making progress, and nowhere is it more clearly exemplified than in the columns of the two papers, The Sun and The News.

Newspapers might as well keep "Petrograd has Fallen" standing. We expect to see the capital of Russia hands many more times before the red flag is pulled down for the last time.

If anyone ever deserved the title of "sky pilot," Lieutenant Maynard certainly does. His name will probably go down in history connected with hat appellation.

The rapidly increasing volume of mail that is passing through the Palatka post office is an unfailing indication of the steady business growth.

Indications that there will be some opposition to the proposed bond issue to be voted on by the Palatka special school district are already cropping out. Owners who desire to see their property value increase can do nothing more suicidal than to oppose anything that tends to build up the educational advantages of the country.

Even west Florida has awakened to the absolute necessity of good roads, and nearly every county in that section of the state between Jacksonville and Pensacola has either voted a bond issue for good roads or is preparing to do so. It will not be long before an automobile trip can be made from Jacksonville to the west coast metropolises in a day and a half by auto.

They must be having some fun in Tallahassee today. Special trains from Pensacola and Jacksonville have run into the capital city carrying rival enthusiasts from the two cities to impress the Centennial Purchasing commission with the enthusiasm of the towns they are from for having the exposition site located there.

Orlando resents being called a town any longer, whereupon The Tampa Tribune rebukes her by saying no Britisher ever resented having his capital termed London-town.

A Most Important Problem of America: Proper Payment of Our Teachers

By MAJ. GEN. LEONARD WOOD, United States Army



One of the most important problems confronting our people is the proper payment of teachers and professors in our public schools and colleges. Today these men and women, to whom we turn our children over to be educated and who incidentally have the greatest influence in forming their characters, are receiving salaries below that of many unskilled laborers. Many of the professors of great universities are receiving salaries below that of the skilled workman.

The teaching profession is entitled to and needs the best brains of the country, and must have them if we are to build and maintain a sound nation. There is no body of men or women in this land whose services are more important. They are the principal builders of our Ship of State. At present the Ship is being built by underpaid, and consequently dissatisfied, workmen. Many of the more skilled are leaving the profession; this is a dangerous situation. Many are staying because they have the missionary spirit, but they know that they are not receiving just or proper recognition and that the position of the teacher has been degraded. We must pay the teachers and professors enough to bring to the profession the best brains of the country.

If we want a right-thinking public, we must bring our children under the best minds of the nation during their school and formative period. At present we are neglecting this in most reckless fashion. Those who teach our youth are fighting the noiseless battle, upon the success of which rests the stability of our institutions.

We must stand for a government under the Constitution. Every step from the Constitution is to step toward anarchy. We want neither an autocracy of wealth nor an autocracy of labor, but true democracy of both—a spirit of co-operation and mutual helpfulness. Labor and capital are interlocking and interdependent. Those who destroy one destroy the other.

We must stand for one Flag, and that is the Flag you men and your fathers carried in battle. We must smash the red flag and those who carry it, support it and follow it. It is an emblem of disorder and lawlessness and is against everything this government stands for.

We want one language in the grade public schools, and that is the language of the Declaration of Independence. We can have but one loyalty; that is loyalty to the American people. There can be no divided allegiance. The only kind of American we want is the 100 per cent American.

We must work for national solidarity and try to build up a strong, pure American spirit, helpful and generous to a world in trouble but distinctively American. We must avoid loose-fibered internationalism as we would avoid death, for it means national death.

GOETHALS HEADS CORPORATION.

PHILADELPHIA, Oct. 20—General George W. Goethals has been elected President of the American Ship and Commerce Corporation, which includes the former William Cramp & Son Ship and Engine Building Company and the Kerr Navigation Corporation. General Goethals retains the Presidency of his engineering firm, George W. Goethals & Co., Inc.

"Pieces of Eight." The piece of eight was the Spanish plastre or peso, now called a dollar, thus known throughout the Spanish main in the days of piracy, because it was divided into eight reals. It was a silver coin worth \$1 in the United States.

The project is described as a "humanitarian means of reducing the world wide cost of living," and the possibility of its adoption by all the countries in the world is contemplated.

Each envoy today received a memorandum on the proposal for forwarding to his home Government. The foods for which the Argentine Government proposes a free interchange include rice, frozen meat, cattle on the hoof, wheat, flour, fruits, milk, butter, barley, oils, fowls, eggs, fresh and canned; canned soups, fish, salt, and vegetables.

Sugar would also be included as soon as regulations in force in some countries against its export can be modified.

DEATH OF MRS. LAMB.

Mother of Mrs. George R. Hilty Passes Away After Long Illness.

Mrs. Rhoda M. Lamb died Sunday morning at 9:25 o'clock at the home of her daughter, Mrs. George R. Hilty on Madison street. The announcement will occasion regret among the large circle of friends of the deceased and Mr. and Mrs. Hilty.

Mrs. Lamb came to Palatka last April with Mr. and Mrs. Hilty, and won many friends by her many splendid characteristics. She was 75 years of age. She leaves four children and one sister to mourn her death.

The funeral was conducted this morning at 10 o'clock at the residence, interment being at Oakhill cemetery Rev. Savell officiated at the ceremony.

CROM ANDERSON AHERO

In accounts of the football game played Saturday between the University of Florida, and Mercer University, of Macon, Crom Anderson was mentioned by all the papers as being one of the most consistent ground gainers for the Floridians. Florida won easily by a score of 48 to 0.

Sands Bros.

Dealers, Contractors and
ELECTRICAL
ENGINEERS

ELECTRICAL SUPPLIES

Electrical Repair Work Done
Anywhere in State.
GASOLINE ENGINES, LAUNCH
AND AUTO SUPPLIES.

MARINE HARDWARE
Palatka - - Florida

Machine Shop

THE MOST COMPLETE AND
BEST EQUIPPED IN THIS
SECTION.

We make all kinds of Brass Castings and Bearings. Perfect workmanship, reasonable prices.

AUTO ACCESSORIES LAMPS
BATTERIES

Insyde Tires

C. A. AMES

Howell Building Lemon Street

Have You Got BATTERY TROUBLES?

We carry a full line of

PREST-O-LITE
BATTERIES

In sizes for every car.

FREE INSPECTION AND DISTILLED WATER SUPPLIED.

All kinds of repairing on batteries, generators and magnetos.

PUTNAM ELECTRIC
GARAGE

In Howell Hotel Building.

"SEEDS THAT SATISFY."

FRESH GARDEN SEED
Plant It Now

PRATT'S
BABY CHICK FOOD

and
Poultry Remedies

For Quick Service, Phone or See

H. S. HODGE & SONS
THE SEEDSMEN

Phone 210. 117 Lemon St.

PALATKA, FLA.

THE NEW SEED STORE

LOST—On road between Daytona and Palatka a grip and big box containing wearing apparel. Finder please notify O. C. Simmons, Micanopy or Miami, Fla. Will pay for trouble. 10-17-St

WANTED—Messenger at Western Union \$30.00 per month to boy with Bicycle. No objection to good colored boy. Must be above school age. tf.

WANTED—To buy crop on the trees from small orange grove. See Florida Grocery Co. 10-11-tf.

PROFESSIONAL CARD.

DR. E. W. WARREN.

Res. Phone 37 Office Phone 74

Spasmodic Sermon.
Some women buy silk stockings so they will have something to show for their money.—Indianapolis Star

Fall Millinery

There's something really fascinating about the styles this season. Prospective purchasers will find stunning examples of the modish millinery, in all of the various types in my display.

Dressy Hats

or the genteel tailor made models are to be found here. Come and look at them.

Miss Kate L. Lucas
Lemon Street

All Fruits in Season

LARGEST SUPPLY OF CIGARS, CIGARETTES AND TOBACCO. FRESHEST CANDIES, CRACKERS AND DELICACIES.

Cold Drinks of All Kinds
SWEET MILK FRESH DAIRY

BLUE JACKET FRUIT STORE

Corner Lemon and Second Street B. GORAIL, Proprietor